FEEDING

YOUR NERVES

All Rights Reserved.

NATURE'S WARNINGS

Tiredness, Headaches, Sleeplessness, Depression, undue excitability and digestive disturbances, are Nature's warnings that your nervous system is running down.

Delay in heeding these warnings means greater troubles in the future; but careful and immediate home treatment will soon restore you to perfect health.

22500885290

THE ROMANS

used to salute each other with the word "SALVE," which means "Be in health." Without health work becomes difficult and pleasure impossible, yet many people to-day are not really happy because they are rarely perfectly well. This undesirable state of affairs is largely because few people take the trouble to ensure the supply to their bodies of suitable re-building materials. When building a house they are most careful to select materials of the right kind and quality; but they expect to be able to build up their bodies without giving the same careful thought to the materials they choose.

It is not surprising to find that people who have built their bodies in this haphazard manner are unhappy, for they cannot lease or purchase a more habitable body if their own proves an unsuitable dwelling place. All parts of the body suffer from a wrong selection of building materials, but the nervous system is apt to suffer most.

MODERN RUSH AND NOISE

place an abnormal strain and wear upon the nervous system, which is so highly developed and delicate that it is more easily thrown out of order than is mere bone and muscle. The central nervous system controls many of the main bodily functions, and when it is out of order the whole body suffers. Many people who are in ill-health cannot get fit again, simply because they do not realise that they must first tone up their nerves. Numerous ailments, which are frequently attributed to other causes, are really due to the fact that the central nervous system is not functioning properly. Even such diseases as constipation and diabetes are often caused by the nerves being out of order.

When a tonic is needed, most people rush to the druggist, where they obtain temporary relief at the cost of permanent injury. In most cases it is madness to whip up the nerves with dangerous drugs. What they require is more gentle treatment and careful dieting. By this means only can they be permanently restored to health. Modern science has discovered the elements which are necessary for the nourishment and health of the nerves, and most nervous cases very soon show signs of improvement if these elements are taken in a suitable form.

BIRDS & ANIMALS

obtain these elements in the course of their ordinary lives, which are usually lived under more natural conditions than are the lives of human beings. The mental development of mankind throws a considerable strain upon the nervous system, but people who live really healthy lives are able to strengthen their nerves sufficiently to face almost any ordeal with what is frequently described as "Iron Nerve." What some can do others can accomplish, if they will only study the means by which the desired result is obtained.

The nerves need Organic Phosphorus, Sodium, Iron and Calcium. These substances nourish, strengthen and build up the delicate nerve tissues and a deficiency of them is likely to cause various nerve troubles, lack of concentration, brain-fag, sleeplessness, and in some cases, hysteria. The digestion frequently becomes affected and the blood-stream becomes clogged. These troubles may be corrected by supplying the missing nutriment in an easily assimilatable form. Drugs and other inorganic mineral preparations cannot be used advantageously by the body in nourishing and re-building the impaired nerve tissue, or in re-generating broken-down nerves. They sometimes give temporary relief, but only at the expense of leaving one in a worse state than before.

Fruits and Vegetables

contain all the materials necessary in what is known as an organic form. Organic food substances can be utilised by the body far more easily than can inorganic minerals and drugs. Taken in the proper quantities and combinations, they produce no bad after-effects. Those who take drugs frequently have to increase the dose until it becomes dangerously large, but with a correctly-proportioned food the amount taken can be decreased when the system has become less starved of the vital elements which it needs.

There are few physical disorders which will not yield to correct and careful dieting.

While fruits and vegetables contain all the necessary elements for nourishment and repair, it is unfortunately true that they only contain a very small percentage of them. People who have become depleted of these vital foods and whose daily life imposes a heavy strain upon their nerves, frequently find it inconvenient to take raw fruits and vegetables in a sufficiently large quantity to meet their requirements. Most people can eat and enjoy one or two plates of salad, and perhaps some fruit, but few can take eight or ten plates, although they may be in urgent need of the organic salts contained in that number. What is needed is something which will enable them to obtain these vital salts without unnecessary bulk.

BILSON'S

NERVE FOOD

meets this need in a unique manner. It contains the organic salts needed for rebuilding and repairing nervous tissue in an easily digestible form, and without undue bulk. Bilson's Nerve Food is entirely free from drugs and inorganic minerals, and contains Organic Phosphorus, Calcuim, Sodium and Iron, carefully blended in exactly the right proportions. It strengthens and repairs delicate nerve tissue, and re-generates broken-down nerve cells in an almost miraculous manner. It supplies abundant vital elements in a form in which the system can readily build them up into the grey tissues of nerve and brain. It corrects acid and run-down conditions, and is extremely valuable in all cases of Neurasthenia and mal-nutrition of the nerve cells.

Hardly a day passes without our receiving a testimonial from someone who has benefited by its use. Many who have themselves received benefit become very enthusiastic, and tell their friends about it, so that they also may benefit. Some have even claimed more for it than we claim ourselves! There is not room in this little booklet to print many of the testimonials which we have received, but a few will be found on page 12. Others continue to reach us with great regularity.

FOR BRAIN WORKERS

Bilson's Nerve Food is a splendid tonic and restorative. Its use prevents lassitude and insomnia. Business men and women find it invaluable during rush hours. Office workers, and others who work at high pressure, find that it greatly assists in keeping them cool and collected, even when others go to pieces. Teachers have to endure much nervous strain in the course of their work, and a cup of Bilson's Nerve Food proves a much-needed and very welcome help on trying days. Actors and singers find it a great aid, especially when it is necessary for them to appear in ill-ventilated halls where the air is by no means stimulating.

Bilson's Nerve Food, with a biscuit, makes a quick and nourishing emergency lunch in the office, and is much more healthy than tea and cake. It can also be taken dry, in sandwich form, if preferred. In either case it leaves one vigorous and mentally clear, without any trace of that heavy feeling which brain workers so often notice.

If the lid is carefully replaced after use, Bilson's Nerve Food will keep fresh and sweet for a long time. It is an invaluable asset which no office should be without.

FOR ATHLETES

and all who perform feats of physical endurance, Bilson's Nerve Food is both sustaining and invigorating. All athletes recognise the importance of paying proper care and attention to their muscles, but many do not realise that they must pay equal attention to their nervous systems if they wish to tread the path of achievement Many lag behind in the race, or fail to equal their former achievements, because they fail to realise this fact. Bilson's Nerve Food contains the elements which they need, and it contains them in an easily assimilatable form. Athletes who have used it find it most helpful whether their sport is running, swimming, cycling, golf, tennis, football, or any of the numerous other varieties of healthy exercise. For mountain climbing and other feats of endurance, Bilson's Nerve Food will be found to be a most conveniently portable and easily-digested form of nutriment. Hikers and campers find it equally valuable and appreciate its sustaining properties. It fortifies one against fatigue in a remarkable manner, and a cup before bedtime ensures a sound and healthy night's rest. Every sportsman should try it

FOR WOMEN

who desire to always be at their best, Bilson's Nerve Food fills a long-felt want. When worried or over-worked, it soothes and steadies the nerves, and at critical times it greatly assists in preventing depression and lassitude. It is particularly valuable for young women who suffer from pernicious anæmia, and does much to restore them to health.

If taken by the expectant mother it does much to prevent weakness and to tone up the system, so that there is less likelihood of any complications. Its use after childbirth assists in a rapid recovery.

In middle age it greatly assists in the preservation of youthfulness, and it is not fattening as are so many foods. Its use prevents that tired and heavy feeling which so many people begin to feel at this period of life, and it provides a health-giving drink which is welcome at almost any time of the day. When feeling "off colour," a single cup is often sufficient to make one feel fresher and brighter, and a definite improvement is almost always noticed before one reaches the bottom of the first tin.

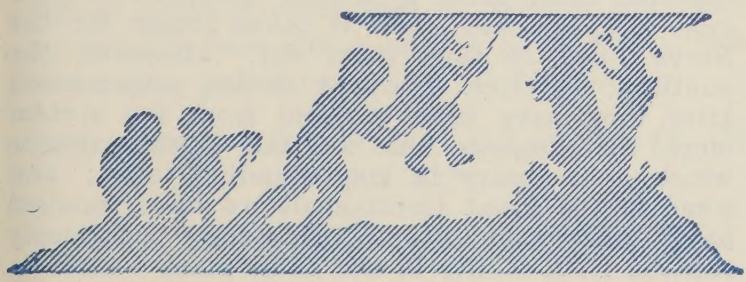
In advanced years, when so many things disagree, Bilson's Nerve Food may be taken with confidence. It will help to build up tired tissues when other things fail. A tin in the cupboard is an assured stand-by in cases of emergency, and a cup at bedtime is an assurance against insomnia. Every household should possess a tin.

FOR CHILDREN

whether at play or at school, Bilson's Nerve Food assists greatly in building up their delicate and sensitive nerve tissues. In the case of very young children half the usual quantity is sufficient. When taken as a drink, it should be carefully mixed so that they will find its digestion easy. Backward and delicate children benefit very greatly from its regular use on alternate days. Usually a distinct improvement is noticed after about ten or twelve doses have been taken. Children who find it difficult to take fruit and vegetables in sufficient quantity need it to supply materials for their growth and development.

Very few children are naturally spiteful or bad-tempered and usually any tendency in this direction has some physical cause. In many of such cases, Bilson's Nerve Food has proved a valuable help. Excitable children use up a great deal of nervous energy and frequently suffer from depletion. A little Nerve Food will often help to put them right again.

When the difficult period of adolescence is reached, the nervous system frequently feels the strain, and the regular use of Bilson's Nerve Food at this time greatly assists the young ones to pass into early manhood and womenhood without undue strain or difficulty. For the children's sake keep a tin in your home !



ACIDITY

in one form or another lies at the root of many people's health troubles. Rheumatism, Neuritis and Gout are only a few of the troubles caused by the presence of acid impurities within the system. In many cases the digestive functions are upset, and the whole system is poisoned, with these impurities.

Bilson's Nerve Food is strongly Anti-acid, and, from the first tin it commences to break up these injurious poisons until it has succeeded in driving them entirely out of the system.

Those who have for a long time suffered from acidity must exercise a little patience, as the acid deposits tend, after a certain time, to become more deeply seated, and it takes longer for the Nerve Food to turn them out. However, the youthful, carefree, bouyant feeling experienced after they have been expelled from the system more than repays one for the extra patience which is necessary in long standing cases ; and some of the finest testimonials we have received have been from people who have previously suffered from acidity in one of its many forms.

DIRECTIONS FOR USE

Bilson's Nerve Food is completely suited for its purpose, and does not need to be mixed with milk or any other substance to enable it to do its work. It is therefore economical in use.

Those who prefer a little milk, may add it if desired.

Bilson's Nerve Food may be used dry either by sprinkling it over other foods, or by placing it between two well buttered pieces of bread to form a sandwich ; but, most people prefer to take it as a drink the last thing before retiring for the night. To do this half fill a teacup with hot water, sprinkle the Nerve Food on the top and stir with a fork until dissolved. Fill up with water if desired.

Bilson's Nerve Food may be used for emulsifying Olive or other oils by mixing one tablespoonful of each into a smooth paste with a fork, and adding hot water, stiring all the time.

SEE THAT THE NAME BILSON'S IS ON EVERY TIN.

MOST IMITATIONS ARE WORTHLESS.

TESTIMONIALS

Dear Mr. Bilson,—"The effect of your Nerve Food upon my whole being has been nothing short of wonderful. After my serious illness I was badly depleted in every way, and the small 2/6 tin has commenced to make a new creature of me. Please send me another tin by return of post, if possible."

Yours very truly,
(Mrs.) L.——, Cornwall.

Gentlemen,—" My little girl has broken her leg, and for three nights my eldest daughter and I had to sleep with her. Poor child, she was suffering from shock but I gave her your Nerve Food frequently, and it did her a lot of good. Both the doctors said this was the best thing I could have done."

(Mrs.) S.——, Oxfordshire.

Gentlemen,—" You may be interested to know that I got through my busy season this year without any trouble. I took your Nerve Food daily, and the effect on me was so marked that most of my assistants have started taking it too. We all find that it prevents us from getting tired so quickly."

(Mr.) E. W.——, Essex.

Dear Sirs,—"Would you kindly send me another tin of your Nerve Food. I have found great benefit from the one you sent me. Could you arrange to supply some Shanghai shop with tins of Nerve Food. If residents of any country need it, it is surely needed in China."

(Mr.) E. M. ——, China.

Numerous other testimonials have been received from nearly all parts of the world.

BE WISE
START NOW

Many remedies merely give temporary relief and then leave one in a worse state than before; but Bilson's Nerve Food is a natural tonic and health builder.

Standard Tins 2/6.

Sample Tins 6d.

HOUSEHOLD SIZE 8/6

Order a trial tin to-day.

PACKED ONLY BY

T. J. BILSON & CO.

88-90 GRAY'S INN ROAD, LONDON, W.C.1

Bilson's Nerve Food Increases Your Earning Power.

IF YOU WOULD LIKE AN EXTRA COPY OF THIS BOOKLET TO PASS TO A FRIEND, PLEASE ASK FOR IT.

BILSON'S NERVE FOOD

IS SOLD AND RECOMMENDED BY